



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Mundy Katowitz Media
1322 G. Street S.E.
Washington, DC 20003

Contract # 196869

Schedule Dates

09/26/12-09/30/12

Advertiser

Priorities USA Action (14656)

Agency / T-Code

Mundy Katowitz Media (1517)/ELECTRONIC

Product

Political-Political (1088)

Brand

EST 1562 9/26-10/1 (71967)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

BESSETTE, CASEY

Phone/Fax

/

CPE

EST 1562 9/26-10/1

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

EST 1562 9/26-10/1

Date Entered 09/25/12

Last Modified 09/25/12

Entered By Barbara Monares

CO-OP

No

Headline #

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$4,230.00

Net Total

\$23,970.00

WJLA Arlington (WJLA)

By Broadcast Month

Sep. 2012 12

Grand Total: 12

Spots

\$28,200.00

\$28,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/26/12-09/26/12	2	:30	10A- RACHAEL RAY	1			1					1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/25/12
2.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1				1				1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/25/12
3.0	Normal Line / SPOT	09/26/12-09/26/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1			1					1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/25/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1				1				1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/25/12
5.0	Normal Line / SPOT	09/27/12-09/27/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P	1				1				1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
6.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	6:58A- ABC-GOOD MORNING AMERICA SAT	1						1		1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/25/12
7.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND	1						1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
8.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	7:29P- JEOPARDY WEEKEND	1						1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
9.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	12:35A- CASTLE	1						1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/25/12
10.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN	1							1	1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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EST 1562 9/26-10/1

09/25/12

09/25/12

Barbara Monares

No

CO-OP

No

Headline

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$4,230.00

Net Total

\$23,970.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Sep. 2012 12 \$28,200.00

Grand Total: 12 \$28,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/25/12
12.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		9/25/12

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